the Link
Concordia University
Montreal, Quebec
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Students target of agressive marketing strategies

by Ita Kendall

MONTREAL (CUP)—Students are becoming a popular target for direct marketing companies.

This year students on university campuses across Canada picked up everything from free soap to free pizza to free tampons. The 'freebies' were offered to students as part of direct marketing campaigns aimed at them.

MarketSource, a company based in Toronto, pitched a couple of bright blue and white tents at 10 Canadian universities this fall and held two-day 'campus fests.' Last year, MarketSource went to only two universities.

The 'fests' featured an array of corporate clients including American Express, Proctor and Gamble, Playtex, Campbell's Soup, Canada Dry, Rollerblade and Domino's Pizza.

Most offered free samples or incentives such as the T-shirt offered to students who filled out an application for an American Express card.

"Research shows they (students) are harder to reach because they study so much," said Jeff Burrell, national program manager for MarketSource. "They don't watch TV, read papers, etc.

"But they are important to reach because they are making purchasing decisions that will carry through the rest of their lives."

Ross Halloran, MarketSource's marketing director said many companies like being on campus offering their products to students because it encourages "brand loyalty."

Susie Nemes, a Leisure and Recreation Therapy student at Concordia, agrees. Nemes went to the campus fest when it was held here late in September and picked up most of the free samples offered, including a bar of Camay soap.

"I've never bought Camay before," said Nemes. "I've tried it and now I'll go out and buy it."

MarketSource also sponsors "Campus Source," a backlit board featuring a calendar of events on one-half of the board and an advertisement on the other. CUSA has two of them.

But MarketSource is not the only company to market products on campus. Clegg Marketing pays student newspaper, like *the Concordian*, to use Clegg stands to hold their papers.

The stands feature a large, poster-size advertisement on top, a row of slots for credit card applications, magazine subscriptions, army recruitment flyers, etc., in the middle and, at the very bottom, a shelf for the newspapers.

Credit card companies set up tables outside bookstores and other high traffic areas to encourage students to apply for cards in the fall.

Companies pitching half price subscriptions for local newspapers and those selling school rings and other jewellery also take advantage of the return to classes with displays and information tables.

Claude Gingras, a budget consultant who works with students and lower income families said universities used to be a place for culture and information.

"More and more universities are becoming a place for business," said Gingras.

Karla MacDonald, V.P. External at the Students' Society of McGill University (SSMU), said they do not have any policy regarding direct marketing to students.

"Our welcome week was sponsored by Scotiabank, and Clegg Marketing helped to subsidize the student handbook," said MacDonald.

SSMU also encourages students to apply for the McGill Affinity card if they are applying for a credit card. Affinity cards are credit cards from the major companies, such as VISA or MasterCard, from which a small percentage of sales is donated to a particular university or organization.

The Concordia University Student Association (CUSA) does not promote Concordia's affinity card but the two "Campus Source" advertising boards outside CUSA were brought in by a previous CUSA administration.

Charlene Nero, one of CUSA's co-presidents, questioned the university's role in monitoring direct marketing on campus.

"I think it is incumbent upon the university to have the interests of students in mind," said Nero, who was particularly leery of first- and second-year students being encouraged to apply for credit cards.

"Students confronted with spiraling costs and increased tuition fees sometimes end up living off their credit cards while they are waiting for their loans to come in," she said.

But managers of the Concordia and McGill bookstores saw the MarketSource campus fests as a bonus for students.

"It entertains the students while they are waiting to buy books," said George Franks, McGill bookstore manager.

Concordia Bookstore manager

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Campus ministry takes care of local hunger

by Josey Vogels

The number of students showing up for food stamps at Concordia's campus ministry has doubled since last year, according to Chaplain Peter Côté.

"We see an average of 20 students a month," said Côté, who has been with the ministry since 1986. He says more students are using the service because increased tuition and a poor economy have put students in increasingly difficult financial situations.

Côté said the food voucher program began 10 years ago to help out students too broke to buy food. Students can go to the campus ministry and, depending on their financial situation, the ministry will give them Steinberg food stamps.

Côté says the amount of stamps they give to each individual is small— from $10 to $20 a month. The amount is higher for single parents.

Côté says the program is designed as a short-term solution for students in need and should not be seen a continuous source of support.

"If we see people coming back too often we must tell them to work things out for themselves," said Côté.

But he said the ministry tries to help students with this also.

"We sit down with every person who comes in for food stamps and talk to them, advise them and give them referrals and personal support," said Côté.

But as much as they'd like to, the ministry can't help everyone.

"We definitely have had to turn people away," said ministry secretary Kathleen Walsh.

Côté said they refuse individuals when they feel a request is fraudulent or unreasonable or if someone has a long history of repetitive requests. "But we've also had to turn people away when we run out of food vouchers."

Money for the food voucher program comes from the annual Spririt of Xmas fund drive. The ministry appeals to departments and student groups like CUSA to find ways to collect money for the fund.

"Last year department secretaries were great," said Kathleen Walsh. "They organized bake sales and other fundraising events to raise money."

The money raised during the drive goes into a bank account and every month the ministry buys about $500 worth of Steinberg food stamps with it.

But the food voucher fund is facing its own financial difficulties. Walsh said they just depleted the fund buying this month's food stamps.

She said she is about to contact groups to start fundraising efforts for this year's Spirit of Xmas drive.

Food stamps are issued at both the downtown and Loyola offices of the campus ministry. Students are advised to call and make an appointment to receive the aid.

Wed., Oct. 16 is **World Food Day.** It was established in 1979 by the Food and Agriculture Organization of the United Nations, as a day to focus on world hunger. The theme of this year is World Hunger: A Local Issue.

Globally

* hunger affects between 500 million to one billion poeple a year

*20 million people a year die from hunger related causes

Nationally

*1.5 million Canadian used food banks at least once in 1990

* more people in Canada die of poverty than cancer

* there are 1200 emergency grocery programs and 500 meal programs across Canada.

Locally

- Montreal Harvest, a food distribution organization will distribute six million pounds of food to 150 agencies this year. 100 more agencies are on a waiting list to receive food from the organization.

- 25 per cent of people living in NDG are on social assistance or unemployment. Another 25 per cent are senior citizens on fixed incomes.

- 1600 people a month use the NDG Food Depot

Credit cards not accepted

by Josey Vogels

Credit card hucksters in front of the bookstore in the Hall Building were told to pack their bags as of next January.

The often agressive salespeople pushing the cards set up tables at the beginning of every semester to cash in on the student market at Concordia.

But bookstore manager Lina Lipscombe has decided that enough is enough.

"We realized they had an assertive, agressive attitude," said Lipscombe, "and what started out with one table got out of hand."

Dean of Students Brian Counihan convinced Lipscombe to get rid of the credit card pushers. He said he was not comfortable encouraging students to get credit cards.

"I don't think we should be promoting this to students who may not be in the best position to own a credit card," he said. "Besides, they only have to walk 50 yards across the street to the Bank of Montreal if they really want a card. We don't need them coming right on to the campus."

Lipscombe said they allowed the credit card companies to set up tables in front of the bookstore because they thought it would draw students to the store.

The companies also paid the bookstore a small commission to be there.

But Lipscombe finally came around to Counihan's point of view.

"We questioned whether we were doing the right thing promoting this (credit cards)," said Lipscombe. "Are we morally right to be setting these up here?"

Counihan suggested that if the bookstore was so keen on promoting credit cards they could introduce their own card. He said students could purchase books on credit while they're waiting for student loans and bursaries. "That kind of card I could defend," said Counihan. "But (the bookstore) would be terrified of introducing that kind of card."

Lipcombe said she is looking into the idea of a bookstore credit card but she wants to study other universities before going ahead.

"I've heard some nightmare stories of students not paying from universities who have tried to introduce their own card." said Lipscombe.

NO ISSUE ON TUESDAY, OCT. 15.
The Link will return on Friday, October 18.

Call for submissions for the **Special Native Issue.** Deadline Oct. 23
For information call 848-7405
Ask for Eugenia, Denise or Kate.

Staff this issue: Franco D'Orazio, Shelley Walcott, Andrea Slonofsky, Neil Kandalgaonkar, Stephen Smegelski, Cassandra Lang, Wynne Keing

AGENDA

The Agenda is a FREE service to publicize Concordia-related events. Space priority is given to non profit and student groups. Drop off your info at our office, room 649 in the Hall Building, or mail it in indicating AGENDA on the envelope. Deadlines are 5 pm Friday for Tuesday issues, and 5pm Wednesday for Friday's issues.

Friday, Oct. 11

General Meeting for the Classics Students Association. General information meeting for anyone who is interested in joining the association, or would like to know who we are. 1-2pm, H-645. Info: 848-7474.

Poetry reading, Karen Connelly, author of "The Small Word in my Body" at 4pm, in room N-308. Info: Todd Swift, 766-5589. Presented by the Concordia Department of English Literature.

National Coming Out Day: Queer Nation Rose, LGFC, and GALOM will be celebrating by reading a statement at noon, at the Hall building, at 2pm at the McGill Art building, and then will be very visible at Gert's pub during the afternoon. At 7:30pm, the "Queers will go shopping," meeting at the McGill Metro's library. Come out and be proud! Info: 848-7411.

Potluck supper: sponsored by the Concordia Pro-choice collective. Bring favourite dish. 5:30pm, GSA lounge, 2030 Mackay. Info: 848-7431.

Saturday, Oct. 12

Sports weekend: sponsored by the Carribean Students' union. Van Horne high school, 4755 Lavoie, CDN. Drop by their offices for details on the days events.

Mary Martin performs "Who Sells SHoes at The Bay" and Lorne Shapiro, open stage, $2 admission. 9pm, 3460 Stanley, Hillel House.

Tuesday, Oct. 15

Concordia Anti-apartheid group: meeting to get club rolling for '91-'92. All welcome. H-645, 7pm. Info: 848-7410.

"Sisters In Struggle" - a film which explores the direction of the black women's movement in Canada.

Continued on page 4

CLASSIFIED ADS

We do NOT take classified ads by phone. RATES: 20 ¢ a word for Concordia students, 25 ¢ a word for non-students and business ads. Deadlines are 5 pm Friday for Tuesday issues, and 5pm Wednesday for Friday issues. Come to room 649 in the Hall building and fill out one of our painless forms. Hours: Mon-Fri 10-5. Ads must be accompanied by payment, or they will not run.

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Continued on page 4

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COURTYARD

McGill Southern African Committee may lose its seat on SSMU student council

by Shelley Walcott

It is one of Montreal's o dest anti-apartheid groups and for now, it stands on shaky ground.

McGill's Southern African Committee (SAC) may soon cease to be a standing committee on council if the McGill Student's Society goes ahead with its supposed plan to depoliticize itself. As a standing committee, SAC is supported by the stuedent society which represents all the students at McGill.

"Taking support away from SAC would be a highly political move in itself," said Ashna Vohra, a second-year psychology major and SAC member.

SAC was formed by members of the McGill Students' Society twelve years ago and often works in conjunction with other civil rights organizations.

SAC's mandate is to aid in the divestment of funds from South Africa. Over the years, it has organized lectures and workshops promoting public awareness about the plight of non-whites living under apartheid in South Africa. It is currently planning a film festival for later this year.

Vohra and other members of SAC are afraid of the economic and political ramifications if it became a general interest group at McGill.

As a standing committee on council, SAC has an unlimited budget.

If the committee becomes a general interest group, its budget would be reduced to $700, about "four times less what it is this year," said Vohra.

She added that a general interest group speaks only for its members whereas "when we speak we are representing all students."

She also worries about the perception that would be created if the SAC was "demoted."

"The South African consulate watches anti-apartheid groups very closely," she said, "If SAC is no longer a committee on council, South Africans who are oppressed may somehow be led to believe that world support for them is slowly slipping away."

But Carla MacDonald, V.P. External for the McGill Students' Society, believes the current fuss over SAC is due to a "media blow up." She added that a by-law of the Students' Society says committees on council should not be political, but said they had not discussed the specific status of the SAC.

"There has been talk of re-evaluating certain positions on Student Council," MacDonald said. "But nothing has been formally discussed."

But SAC members are still worried about their group's status, and have contacted other ethnic organizations, including Concordia's Caribbean Students' Union for support.

"People may think that if SAC is demoted, it won't make a big difference," Vohra said, "but every little bit of support for the cause counts."

Concordia's V.P. Liason Lana Grimes was shocked that McGill's Students' Society would ever consider changing the status of SAC.

Grimes is currently trying to revive Concordia's Anti-Apartheid Committee which lost momemtum over the summer because members were too busy to devote time to the group.

A meeting to discuss a new Anti-Apartheid Committee at Concordia will be held Tues., Oct. 15 at 7 p.m. in room H645 of the Hall Building.

PHOTO BY ANDREA SLONOFSKY

Despite the rain last week, Montreal's Hatian community demonstrated for the restoration of democracy in Haiti. Here at Concordia, Hatian student Michel Sanon collected over 200 signatures on a petition calling for the return of democracy in Haiti. The Concordia chapter of Amnesty International also conducted a letter writing campaign last Tuesday and will send their protest letters to General Raoul Cedras. Cedras led the military coup which ousted President Jean-Bertrand Aristide on Sept. 29.

Inuit must fight Makivik Corporation

by Ita Kendall

MONTREAL (CUP)—In their fight against Hydro Quebec's proposed Great Whale dam project, the Inuit people are also battling their own Makivik Corporation.

The corporation administers the $90 million the Inuit received from Quebec for signing the 1975 James Bay agreement.

In May 1990, Senator Charlie Watt, the president of Makivik, told the Montreal Gazette that "all of us in the north would like to live in harmony with nature but reality sometimes overrules that." And last year he said the Inuit would be willing to negotiate with Hydro Quebec about the Great Whale project.

But Mary Mickeyook, a resident of Kuujjuarapik, the village closest to the Great Whale project said she does not want to negotiate. Mickeyook doesn't want to see the environment and her people's way of life destroyed by another Hydro electric mega-project.

"We, from Kuujjuarapik, are against the project. We, the people of Kuujjuarapik, oppose the project and he (Watt) does not understand that," she said.

Last year, to protest the James Bay project, Mickeyook and other Inuit took part in a canoe (odiak) trip from Kuujjuarapik to New York city, to protest the James Bay project.

"We asked Charlie Watt to speak for us in New York but he declined," she said.

Mickeyook said many Inuit are against the project but feel they are too small and powerless to fight Hydro Quebec. Many Inuit men are unwilling to talk openly about their opposition to the project she said adding that "mostly, it is the women who talk about the project."

But there is at least one exception. The mayor of Kuujjuarapik, Sappa Fleming was elected two years ago, partly because of his anti-Great Whale platform.

"Makivik is not saying enough for us," said Fleming. "The majority of the Inuit people oppose the project.

"The majority of Canadians and Americans are not being told the whole truth. They think the Inuit are willing to go for the new dam but the Inuit are already affected by La Grande (the first James Bay project)."

Even Watt's administrative assistant, Willie Makiuk, says the bad effects of the first dam are obvious.

Prior to the first James Bay project, Hydro Quebec told the Inuit that water levels at Kuujjuaq would go down only two feet.

According to Makiuk, the water-level has fallen at least six feet. This means that the Inuit are finding salt water, plankton and seaweed where once there was fresh water and little vegetation, he said.

The changes to the environment have had a detrimental effect on fish and wildlife in the area, and the traditional lifestyle of the Inuit has changed as a result.

Makiuk said the proposed project will probably go ahead and it is better to negotiate now and have Inuit concerns addressed.

But he said "the Makivik corporation does not openly support the project."

Although opposition to Great Whale is strong among the Cree, other native groups and environmental groups, Inuit opposition has been diluted by Watt's willingness to negotiate.

Among the Inuit, much of the opposition to the project now rests in the hands of a few vocal Inuit, mostly from Kuujuarapik and three other villages, Umiujaq, Inukjuaq in Quebec and Fanikiluaq in the Northwest Territories, all of which will be most directly affected by the proposed project.

FACULTY, STUDENTS AND STAFF ARE INVITED TO AN INFORMAL GATHERING TO RECOGNIZE

PERSONS DAY: A CELEBRATION OF WOMEN AT CONCORDIA

Join Rose Sheinen, Vice Rector, Academic an Bérengère Gaudet, Secretary General for tea and coffee and conversations with colleagues on Thursday, October 17, 1991 at either the SGW or Loyola Faculty Clubs from 4 to 6pm.

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For more information, contact Kathleen Perry at 8749.

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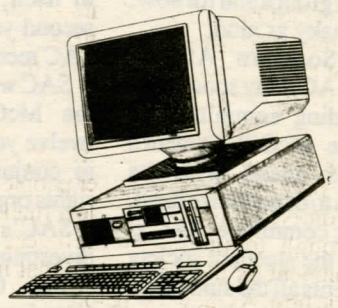

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Seagate ST-1102 80Mo 17ms IDE	*360.00$*
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Conner 64KB cache 120Mo 16ms IDE	*530.00$*
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Cardinal 2400 bauds internal	*75.00$*
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Film documents refugees' *Journey of Hope*

by Stephen Smegelski

Swiss filmmaker Xavier Koller surprised everyone, including himself, at this year's Academy Awards when he won the Oscar for Best Foreign Language Film for his film **Journey of Hope.**

The film is based on the true story of a family of Turkish refugees attempting to immigrate to Switzerland. It portrays their search for a "promised land" (Switzerland) through to their eventual disillusionment as their voyage takes a tragic turn. As they meet more people on their journey, they come to realize they are not wanted. It is this lack of acceptance which Koller focuses on.

Koller was in town this week to speak about his film.

"This drama of the Turkish refugees really shook the people," said Koller. "You usually read about such things happening in other countries but this time it didn't happen abroad. It happened in Switzerland."

Koller is critical of the media's coverage of the situation."The newspapers dealt with statistics and political arguments," he explained. "What I wanted to do in the film was to show that there were human beings, families, a specific culture involved."

"People in Switzerland were afraid of different cultures. For example, there are now more blacks living in the country. A number of years ago, people would have thought it such an odd thing. People are finally learning to live with other people."

Nevertheless, the situation with the refugees has grown to such an extent that it has become hard to ignore.

"We now have about 70,000 people waiting for citizenship," explained Koller. "Everyone claims to be a political refugee but you can't separate them anymore."

Journey of Hope depicts many of the existing attitudes towards the refugees. Koller elaborated on the harsh reality of these attitudes.

"The most positive character is the truck driver who drives the family to the Swiss border. He would help them only until it cost him. On the other hand, there are the men working in the black market who take advantage of the numerous refugees. It is bad, but they are the only ones helping in any way."

When asked about the motivation for the family's journey, Koller echoed the ageless search for the "promised land".

"In the film, Switzerland is an image of a utopia where the family can make a new start for their child," explained Koller. "It is an example. It could be any country. It is an energy which propels people to move forward."

"But this shouldn't be taken as a criticism. Seventy years ago, people left Switzerland for the very same reasons as the refugees leaving Turkey. There was no work or money. The trip itself is about losing innocence. The characters move from harmony and nature to dischord and the city."

Production for the film was difficult. Koller and his crew of nine, plus a hired Turkish crew, shot the entire film on location in Turkey, Italy, and Switzerland over a 4-month period.

"Shooting on location is always a problem but itwas essential for the film," said Koller. "There is always a lot of tension created when you film in someone's home land. This is why it is important to observe, to understand the other culture. It was particularly difficult shooting in Turkey. We would never know ifwe were allowed to do any shooting in a given location until the last minute. We had to improvise a lot."

The on-location improvisation adds a documentary-like quality to the film which aids in the viewer's ability to identify with the family. The sense of travel is conveyed through the cinematography, much of which is shot through the windows of travelling cars, trucks, and buses.

When asked the inevitable question about how he felt about winning the Oscar for Best Foreign Film, Koller replied, "I was very shocked, very surprised. I think the Academy's decision had partially to do with the situation in the Gulf at the time. The Gulf made people aware of the plight of refugees. The emotional impact is what hit the people. It was the emotional quality that I wished to convey."

***Journey of Hope** is playing at le Centre Eaton (english subtitles) and at le Parisien (french subtitles) from Oct. 11.*

FRINGE ARTS

Concordia graduate Andrea Sadleer and Attila Beerta in *A Bullet in the Head.*

BILLY PLAYS WAR

by Cassandra Lang

Canadian patriotism got a shot in the arm Friday night at the Centaur Theatre. However, only a few dozen people were there to receive it.

The play was Geordie Productions' *Billy Bishop goes to War*, a montage of anecdotes from the colourful career of one of Canada's most famous flying heroes.

Bruce Dinsmore played Billy Bishop and a myriad of other characters, including his no-nonsense British patroness Lady St. Helier. He took the audience on a dizzying sequence of rolls, loops, and barrels from comedy to patriotism to sadness. Within 10 minutes, the sweat was glistening on his face. Throughout all this he was deftly accompanied on the keyboard and in song by Robert Burns.

Viewers who expected a pro-war, swaggering sort of machismo got more than they bargained for. Billy does come across as arrogant, especially when his "score" of hits is only one behind the pilot in first place. But this is an arrogance necessary to the nature of his occupation. Without concentrating on it as a game, one could never survive.

Humour has its place, but it is a dark humour about an overseas trip with dying horses and sick men, the lack of decent equipment and the horrible conditions which the men on the ground suffered. The humour is rendered all the more black when placed in contrast with a song about wanting to go fight the Huns, *which sounds like lots of fun.*

The songs generally serve to underline or to contrast the images in the spoken lines. The music is simple, but effective through the use of only a keyboard. Dinsmore and Burns' voices are clear, strong, and harmonize well.

The set is also basic, with a background of blue sky with white clouds. At the top of this is a large set of wings with RFC (Royal Flying Corps) in the middle. The rest of the set consists of wooden steps and boxes with flaps that lift to show the banking of the plane, a crate, a chair, and a cover on the piano which says, "Forget me not."

Though this play draws the audience into seeing the frightening conditions of war, it is not depressing. It also shows the spirit of youth and reminds the audience of Canada's military history.

The play runs Tuesday through Sunday evenings at Centaur Theatre until October 19. Ticket prices are $8 on Tuesday, $16 for adults and $12 for students and seniors on Wednesday, Thursday and Sunday, and $18 for all on Friday and Saturday.

PHOTO BY RON DIAMOND

Bruce Dinsmore and Robert Burns in *Billy Bishop goes to war.*

ATTILA'S BULLET

by Phillipe Lemieux

A Bullet in the Head is the first feature length film of Canadian film-maker **Attila Bertalan** who also wrote the story and plays the movie's victimized hero.

The film cost only $350,000 and was awarded an Honorable Mention at the *Troia International Film Festival* in Portugal. This colorful tale takes place in an imaginary country resembling the European countryside but very little reference is made to time or place. It is the story of a wounded soldier who,while trying to escape an ever present war, encounters a wonderfully diverse group of characters ranging from enemy soldiers to a fairy tale witch.

The most noticeable element in this low-budget film is the total lack of dialogue : no real words are spoken, only a few unintelligible moans in an imaginary tongue.

"When you watch a movie and hear dialogue,you become lazy in the sense that the spoken words become the absolute truth and require very little reflection whereas unspoken dialogue demands interpretation," said Bertalan.

There is also an element of magic in a dream sequence in the film. And the magic continues through the film with the help of one of the most compelling characters in the story : the witch.

"It's an opportunity for mystery and myth, it's not knowing what's around every corner,anything can happen," said Bertalan.

The film sheds a new and refreshing light on the futility of war and shows human compassion from it's own particular angle.

It is a slow-paced movie where every event is presented in great detail. This due to the necessity of acting out the unspoken and the obligation to express emotions through the players actions.

There are instances when the action is moving too slow and this impression is amplified by the rather tedious and repetetive musical score which often sounds like indian-type drum beats.

The photography also lacks a little punch especially when one considers the gorgeous backdrops presented throughout the film. The entire film was shot without the use of artificial light and the images are quite often dull and disapointing.

These impressions not withstanding, it is still a movie well worth seeing, if only for it's originality and story.

A Bullet in the Head is playing at Cineplex Centre-Ville.

AGENDA
cont. from page 2

Filmmaker and director Dionne Brand will be available for questions after the film. Reception to follow. H-110, 7:30pm. Info: Women's Centre, 848-7431.

Central America Cultural Awareness days on the mezzanine: get to know Central America, visit solidarity groups, have some food, check out some art and crafts, and stick around for music and dance. Today and tomorrow. info: 848-7410.

Amnesty International will be having a presentation on human rights abuses in Columbia, and showing a film: Red Hood. 4:30pm, 2050 Mackay, annex-Z, room 150. Info: 848-7410.

Wednesday, Oct. 16

World Food Day: the Global Cooperation Network of Q-PIRG will be tabling. The theme of World Food Day this year is World Hunger: a Local Issue. Info on local and international food issues will be available. 10am-6pm, mezzanine of the Hall building. Info: 848-7584.

World Food Day: videos and information presentations relating to the theme of the exploitation of animals for food, and more. 6pm, H-419, AV viewing room. Sponsored by the Concordia Animal Rights Association. info: 848-7454.

Thursday, Oct. 17

Lecture: Bonnie Smith, author and professor at Rutgers university to be speaking on "Objectivity, Gender, and the Production of 'Scientific' History. H-820, 8:30pm. Info: 848-2373.

Friday, Oct. 18

Concordia Christian Fellowship: general meeting. Music/worship, prayer and fellowship speaker: Andy Perrett, followed by Pot-luck supper. 6-11pm, 2090 Mackay
Mackay.

GENERAL

Step-parenting support group: being involved with someone else's children as a step-parent can be difficult. We are providing a support group for adults who want an opportunity to share their concerns & experiences in dealing with this challenge. Info: 367-0487 Marisa.

Call for submissions: for a women's exhibition to be held Nov. 25 to Dec. 1, 1991 on the theme of: "Violence Against Women As Lived By Women". This will be an unjuried show of student and non-student work spanning performance, video, text, poetry, sculture, photography, two-dimensional works, textiles, etc. The dealine for submissions is Nov. 4. Call the Women's Centre at 848-7431 for more info.

Attention Education students. This year's Lacolle weekend is being organized NOW! It will be held Nov. 15-17. Limited space, approx. cost $35. Look for the sign-up sheet in the Education dept.

Amateur Radio club-Classes to be held every Wednesday night 7-10pm October to December. Register now. Info: 848-7421.

Aid the fight for human rights! Come to Amnesty International's letter-writing meetings every Tuesday, 4pm, 2090 Mackay, Annex Z. Info: 848-7410.

Twice weekly! Making your CUSA cents go farther! The Debating society meets in the Hall building Wednesdays at 7pm, in room 615 and Fridays

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Health services will have a McGill dietetics student available for nutritional consultation, free of charge, on both campuses from October 7 to November 1st. Appointments can be made through the nurse at SGW, ER 407, 848-3565, and at Loyola CH-101, 848-3575.

Call for submissions: the Newsletter for the Permanent Review committe on the Status of Women, Faculty of Fine Arts is accepting writing and visuals for its fall issue. Deadline: Oct. 15. Drop off materal at the Concordia Women's Centre, 2020 Mackay downstairs, or call 848-7431. Include name and phone number with submissions.

Support group for single moms: a new group to start in October. Women are invited to call or stop by the Women's Centre for more information to confirm interest. Info: Women's Centre, 2020 Mackay, downstairs, 848-7431.

Interested in ethical consumerism? Want to find out about the food industry, how multinationals work, and alternatives for socially responsible shopping? Contact the Global Co-operation Network at Q-PIRG, 848-7585 (ask for Beth) or come to a meeting, Monday Oct. 7 at 7pm, 2130 Mackay.

CLASS ADS
cont. from page 2

Paid participation in Hypnosis research. The hypnosis laboratory is seeking volunteers to participate in studies on hypnosis and related cognitive abilities. If interested, call the hypnosis laboratory at 848-2213 on Tuesdays or Thursdays between 2 and 4pm. volunteers will be paid for their participation.

Need Cash? Sell me your cards & old Mad magazines. I am not a dealer. Vince 728-6421.

APARTMENTS

ARTIST STUDIO, close to old Montréal (Metro Victoria), heated, sprinklered, high ceiling, low rent. 861-3787.

Clark/Jean Talon top floor, 41/2 renovated, near de Castelneau metro. $390. Call 486-9692 evenings.

Spacious apartment to share. Call 344-9660.

Looking for a female roommate to share a 51/2 near Metro Charlevoix. Heat included $262.50/month. Call 735-5993 between 8 and 11 pm. Available immediately. Dyke and bilingual preferred, but not official.

Sherbrooke/Atwater. Renovated 31/2, Nov. 1 $475 heated. Days: 932-9863, eves: 935-6706.

Looking for a 3rd person to share an appartment. Close to Rialto, n-smoker. $156 plus phone and elec. 273-3072.

Large two-storey apartment in new building to share. Fully furnished, 2 bedrooms, 2 bathrooms, whirlpool bath. Two-minute walk to Lionel-Groulx. $300/month includes phone, cable TV, heating & parking. Call Richard at 989-2312 & leave message.

Sublet modern downtown 21/2, now till Nov. 92. Situated on 16th floor of modern building. All facilities included. $425 a month. Call 934-1844 now.

Room for rent, studio-size, unfurnished, in extra large home. Civilized, for serious student, faculty only; wak to Loyola. $400/mo. 484-7676.

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FOR SALE

Brother electronic typewriter, barely used. Fabulous condition, $150. Tyrone, 523-4964.

Volkswagon Cabriolet, 1987, 68,000 km, $9500, 933-6827.

Atari computer $125, 16mm camera/turret mount & lenses $250. Both in excellent condition. 277-6344.

Two tickets to London October 26, 1991 for one female and one male. Call Maria evenings at 847-1647.

EXXA down coats only $169 (Reg. $225). Famous Exxa unisex down parkas still ony $149 (Value $225) - Warm, light, high fashion colours, large selection. Leather bomber jacket, lined - $149. Exxa at 2051 Peel, 843-6248.

Giant Screen from your TV. Projector kit enlarges TV's image to 5'x6', $39.95 guaranteed. Info: CP 271, Succ. Snowdon, Mtl, H3X 3T4.

Lost! black leather wallet. The ID cards balong to Daniel Leibu. Please call me at 769-5405.

Spring Break '92. Cuba from $379, Cancun from $459, Nassau from $479. Call Kim 364-1466, Shelley 364-4216, Sandra 367-4777499. Seats limited, book now!

GENERAL

Need a ride to Ottawa every Friday and back to Montréal Saturday. Will share gas. Phone 499-3911.

Need a ride to DC and back, preferably over Thanksgiving, but no real specific time frame. Will share gas costs. Please call 844-5104, or 848-7406 and leave a message for Miss Jen.

Happy Hour for Students! 5-9pm, Club Varadero, 1421 Bishop.

React, join Rotaract - find out about us. Call 874-1251 (Matt) or 844-1519 (Guillermo).

PERSONALS

Simple ideas from Aubrey. The Third World has not tasted German beer & sausages, Canadian maple syrup, French pastries, Italian wine. We are guilty of neglecting the poor Third World. Invest in Germany, tour Germany, and buy a slave (car, camera) TV at bargain prices for good and reliable quality goods. Germany is Europe's empire where a pitcher of excellent beer and meal is served free for tourists. -Aubrey "Joy" Jacob. Miss Jacque Heapton, please could you return my manuscript "Joy Bunchie" and I will reward you. Thank you to the Link.

CUSA
General Assembly

Friday, October 18
12pm to 3pm
H-110

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Need someone to talk to about your future career?

The Concordia University Alumni Association can help with its Mentor Programme. If you are looking for career advice -- do you want to know what it is *really* like to work as an engineer, a psychologist or a financial analyst, or where that geography degree can lead you? -- the best sources of such information are Concordia's alumni, the people who have been there.

The Alumni Association's Mentor Programme will match students who are defining their career goals with alumni who have background and experience in that field.

Students and alumni will meet one-on-one at least three times during the academic year. In this manner, students can have the undivided attention of their Mentor to ask any questions and glean a wealth of information from alumni experienced in a particular field.

Applications are now available from Gabrielle Korn at the Office of Alumni Affairs, 1463 Bishop St. (Bishop Court), room 102. Depending on the availability of this year's slate of Mentors, **students will be matched on a first-come, first-served basis.** For more information, call Gabrielle at 848-3817.

letters

Simone de Beauvoir open to men

It is unfortunate that the article, "A Room of One's Own" in the September 17, 1991 issue of *the Link* presented material which created an impression that men are not wanted in the programme in Women's Studies offered by the Simone de Beauvoir Institute. The fact is that, as is the case in every academic unit at Concordia, the Institute's courses are open to people of all cultures and gender.

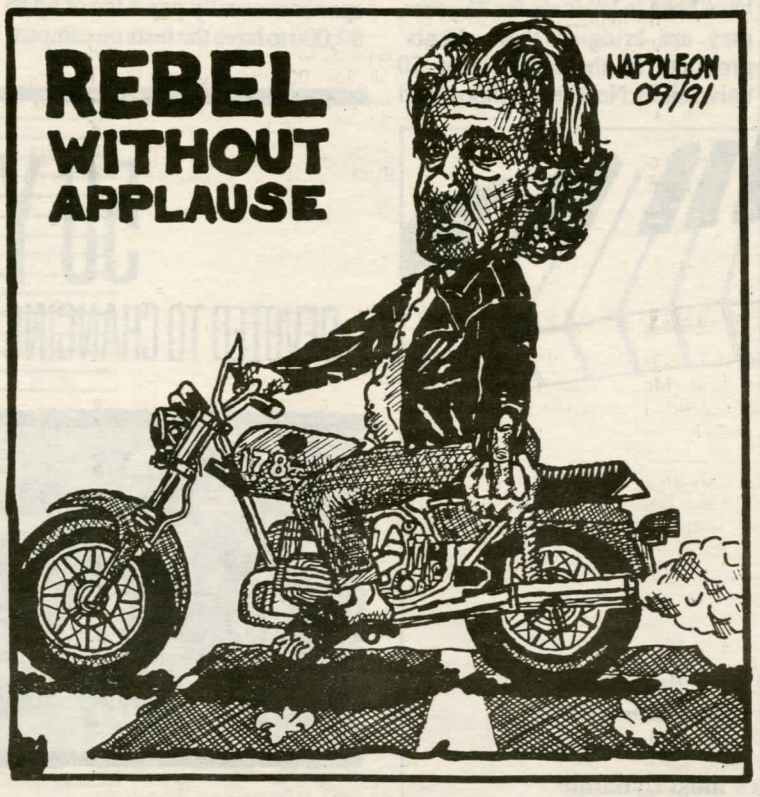
Barbara MacKay
Associate Vice-Rector, Academic (Curriculum and Planning)

McGill mission misguided

We would like to say a few words about the recent trip (Peace Mission, Crusade, whatever you choose to call it) from which some McGill students recently returned. Indeed, these well-intentioned members of Brancaleone's Army, not content with the state of disarray which predominates in our country's political structure, decided to pursue a more difficult and challenging endeavour: Political Tourism.

Political Tourism, c.n. euphem. !. Ethnocentric bourgeois activity which consists of travelling to exotic destinations in order to "liberate" the aboriginal populations. 2. Type of vacation preferred by the "politically conscious" citizens or people who do not live in the mediocrity and selfishness of common mortals. 3. Self-fulfilling prophecy. 4. See Scouts. 5. See Mother Teresa. Syn (FRAN) NAVIETE.

The press coverage of this case which presently occupies our attention is symptomatic of the dire state of the media in our society. It is a chronic problem and well known fact that most of the Canadian press concentrates its attention on utterly irrelevant issues like the one at hand. It was reported by the press that our "tourists" accidentally found themselves in a war zone and from this two conclusions are possible: Either it was a case of sheer stupidity



or the accident was not so accidental. (what was the purpose of such a trip, in any case?)

We do not regard this incident as being completely negative or puerile and certainly one the positive outcomes of the affair is that McGill's student body now counts with resident experts on political tourism. So, if your life is void of meaning, characterless or plainly boring, put some spice in it! Meet interesting people, discover exotic and exciting places, you might even get arrested!

The impression we got is that, suddenly, misery was found to exist, a great discovery. Of course, the anonymous oppressed hero, the people, was also discovered. We would expect University students to be wiser and not to embark in (sic) an adventure that probably caused more harm (in terms of reprisals, etc.) than anything else, to the local population. It is beyond doubt that the Salvadorean people's cause is just that some of our tourists have been displaying. Furthermore it is clear that a few opportunists and charlatans took advantage of well-intentioned people to lure them into taking part or supporting this tragicomedy.

We do not mean to discourage constructive and intelligent involvement with Third World issues but the attitude inherent to political tourism is definitely self-defeating.

P.S. We already know the kind of criticism we will be subjected to, we know that we are fascist pigs, reactionary servants of imperialism and international capitalism surely undermining humanity's future. So do not bother telling us.

Paulo Bilezikjian
Jorge Passalacqua E.

Men R, period

...Men race, men rack, men raddle, men radiate, men rag, men rage, men rail (and sail), men rain?, men raise, men rake, men rally, men ram , men ramp, men range, men rank, men rant, men rap - and according to I don't know who in the CUSA handbook, page 145 line 23: "Men Rape". period - ... Men also reap, men rasp, men rate, men rave, men ravel, men raven, men ravish, men ray, men raze... Men Oppose!

P.S. "To generalize is to be an idiot" --William Blake

Marc Naman

comment

Closets are for clothes

YOU NO LONGER NEED TO HIDE!!

COME OUT, COME OUT, WHEREVER YOU ARE!

ARISE FROM THE DARKNESS! ENTER INTO THE LIGHT!!

BEJOYFUL!!! BEPROUD!!!

As it formed there, almost imperceptibly, in your childhood, as it budded suddenly in your adolescence as you became increasingly aware of it, your sexuality; just as your body was blossoming with sexual energy, at that same precise moment, society was forcing you to build walls that would confine and envelop in darkness that power within your body and mind that was making itself painfully manifest. Society was slowing forcing you into a cell that it had made you fashion for yourself.

The Closet is a confine that all gays and lesbians have to face in their lives. It always lurks near. Some people remain in there for their entire or for a large part of their lives, too afraid of society's disapproval or becoming complacent with their own imprisonment. Some die in the closet, unable to transcend the walls, unable to remain in that cold blackness. Yet many others try to dispel it and regain their freedom, take pride in their sexuality, in who they are. The onslaught one must deal with when willing down those walls that society has dictated you create is difficult. For many, the mere contemplations of the hostility and rejection is enough for them to sink back into The Closet's voidlike dark. Some die in the attempt, rejected and mocked by those whom they expected to allies. Some fight long and hard and triumph after struggle, finally strong with pride and no longer ashamed of their true nature.

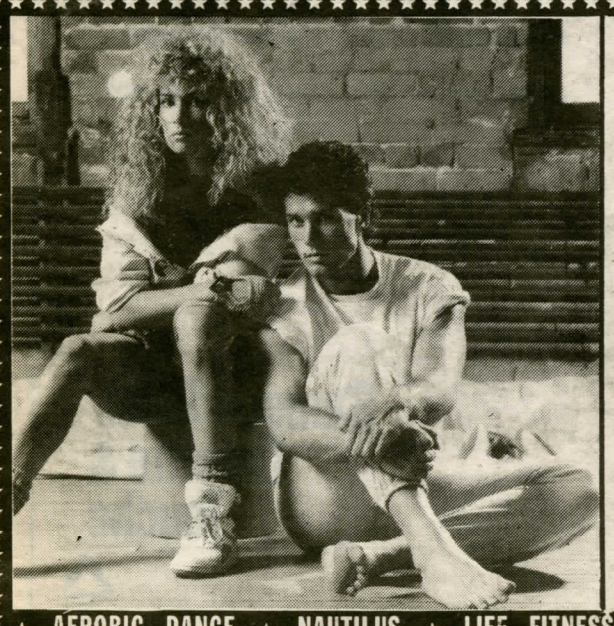
Coming Out Day is not only a celebration and a day of support for those who have decided to take that awesome step into the light, but it is also a day of affirmation for those who have already come out of The Closet. For coming out is a never-ending process. With every new friend or associate, a declaration of your sexuality is needed. If you neglect to mention to those around you that you are lesbian or gay, you risk the danger of slowly slipping back into the closet. And it is a unfortunate fact that you have to tell others of your sexuality, since the general assumption is that everybody is straight.

Sexuality is not just sex. Sexuality touches all aspects of our lives; our relationships, our social activities, the books we like to read, the movies that we like to watch. If you can't talk about your boyfriend/girlfriend with your coworkers when that are discussing their partners, look for the walls of The Closet encroaching on you.

Coming out, affirming your sexuality and your self is a joyous experience. The hardships are there, but in the triumph, the riches are untold. Being able to take pride in who you are, being able to hold hands or kiss your lover in public, being able to stand in public, among friends and say "I'm queer and proud of it" can be one of the most liberating and exciting experiences of your life. No longer do you feel like your limbs are truncated, as you stretch up to the sky and laugh, while The Closet shrinks to nothing but a little cupboard you keep your clothes in.

PRIDE IS STRENGTH!

Jason Boyd
LGFC



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Marketing

continued from page 1

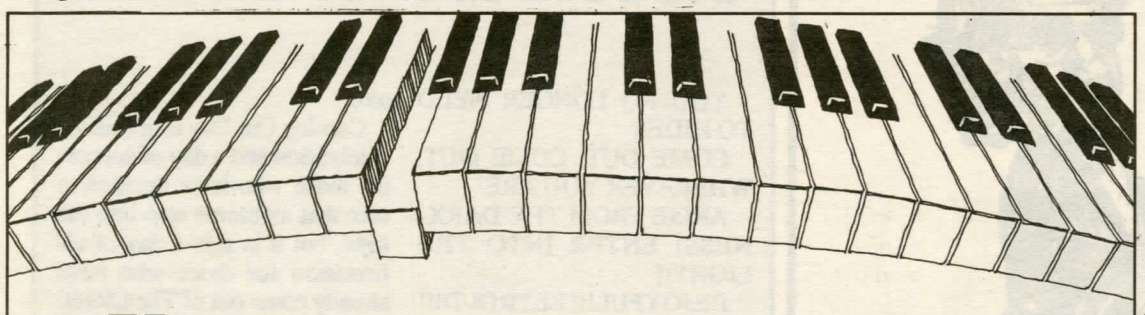
Lina Lipscombe said the bookstore had to pay for security and advertising for the campus fest and store all the product samples before it began.

AISEC wanted more students on campus to know about their group, said Halloran, and "we were perceived by AISEC as a great profile builder."

Whatever the reason for sponsoring direct marketing on campus, companies like MarketSource are here to stay.

In the United States, where they have been in business for 25 years, they are bringing their clients' products to the students at 50 universities. Next year Halloran said they plan to bring campus fests to 15 or 20 schools across Canada.

MarketSource's Halloran said sponsors usually pay a fee of up to $2,000 to have the fests on campus. It did not charge a fee however, at the University of Toronto, where the campus fest was sponsored by a student group, AISEC. .



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